



City of San Marcos

630 East Hopkins
San Marcos, TX 78666

Work Session - Final City Council

Tuesday, December 17, 2019

3:00 PM

City Council Chambers

630 E. Hopkins - Work Session

I. Call To Order

II. Roll Call

PRESENTATIONS

1. Receive a Staff Presentation on the 2020 Comprehensive Plan Update, including discussion regarding the Housing Action Plan, Small Area Plans, policy amendments to the San Marcos Development Code, and architectural standards, and provide direction to Staff.

EXECUTIVE SESSION

2. Executive Session in accordance with the following Government Code Sections:
 - A. Section § 551.074 - Personnel Matters: discuss duties and responsibilities of the City Manager
 - B. Section § 551.071 - Consultation with Attorney: to receive a staff briefing and deliberation regarding Hays County Municipal Utility District No. 8; and to receive a staff briefing and deliberation regarding Martindale ETJ Matters.

III. Adjournment.

POSTED ON FRIDAY, DECEMBER 6, 2019 @ 1:30PM

TAMMY K. COOK, INTERIM CITY CLERK

Notice of Assistance at the Public Meetings

The City of San Marcos does not discriminate on the basis of disability in the admission or access to its services, programs, or activities. Individuals who require auxiliary aids and services for this meeting should contact the City of San Marcos ADA Coordinator at 512-393-8000 (voice) or call Texas Relay Service (TRS) by dialing 7-1-1. Requests can also be faxed to 855-461-6674 or sent by e-mail to ADArequest@sanmarcostx.gov



Legislation Text

File #: ID#19-800, **Version:** 1

AGENDA CAPTION:

Receive a Staff Presentation on the 2020 Comprehensive Plan Update, including discussion regarding the Housing Action Plan, Small Area Plans, policy amendments to the San Marcos Development Code, and architectural standards, and provide direction to Staff.

Meeting date: December 17, 2019

Department: Planning & Development Services

Amount & Source of Funding

Funds Required: N/A

Account Number: N/A

Funds Available: N/A

Account Name: N/A

Fiscal Note:

Prior Council Action: Click or tap here to enter text.

City Council Strategic Initiative: [Please select from the dropdown menu below]

Workforce Housing

Multi Modal Transportation

Downtown Vitality

Comprehensive Plan Element (s): [Please select the Plan element(s) and Goal # from dropdown menu below]

- ☒ Economic Development - Choose an item.
- ☒ Environment & Resource Protection - Choose an item.
- ☒ Land Use - Choose an item.
- ☒ Neighborhoods & Housing - Choose an item.
- ☒ Parks, Public Spaces & Facilities - Choose an item.
- ☒ Transportation - Choose an item.
- ☐ Not Applicable

Master Plan: *[Please select the corresponding Master Plan from the dropdown menu below (if applicable)]*

Choose an item.

Background Information:

Vision San Marcos, the City's current comprehensive plan was approved six years ago in 2013, and has served as a guiding document for many initiatives and other plans that the City has undertaken. However, while this document has served us, San Marcos has experienced many changes over the past six years, which have had a significant impact on the vision, goals, and objectives of that plan. Over this time, San Marcos has seen a significant increase in development pressures and the subsequent population increase that follows.

We are at a point as a city where we have several other initiatives and plans underway, or close to being underway, where utilizing the current vision and goals of the existing comprehensive plan will not be beneficial, and could be challenging for the city moving forward. In addition, there are several initiatives, such as the Strategic Housing Action Plan, policy code amendments to the San Marcos Development Code, small area plans / neighborhood character studies / downtown master plan, and architectural standards where further guidance and/or discussion is needed.

With this being the case, staff has taken a step back to find a solution that would assist the City in moving forward in a more cohesive and comprehensive way. What we have found is that by having a comprehensive plan that may be out of line with the current desires of the community, creates challenges in moving forward with projects that are based on the vision or goals of that plan. Since the comprehensive plan is to serve as a planning guide for the community, it needs to reflect the current desires of the community and the City Council for it to work. Knowing this, **staff is recommending that we perform an update to the comprehensive plan before moving forward with many of the aforementioned initiatives.**

Through the comprehensive planning process, we will be able to:

1. Further the discussion, and make more informed choices on the controversial policy-related items that were recommended to be removed by the Planning and Zoning Commission from the Strategic Housing Action Plan (i.e. City-initiated zoning, expansion of the types of zoning districts and building types allowed within existing neighborhoods, and removal of certain regulatory barriers (i.e. parking requirements, height requirements, and maximum density);
2. Provide a basis on policy-related code amendments to the San Marcos Development Code;
3. Move forward with planning for small areas (neighborhoods, downtown, centers, corridors, etc.) as part of the planning process, as opposed to a second phase that never gets completed;
4. Ensure that our disaster recovery and mitigation efforts align with the community's vision; and
5. Create architectural standards that are appropriate for the areas they are intended to serve.

Essentially, we need to figure out where we want to go, before we try to figure out how we are going to get there. In order for the aforementioned initiatives to be valuable, they need to be done in a logical sequence, and be based on a collectively supported vision. Otherwise, we find ourselves struggling to get them approved and implemented, which is

not beneficial to anyone.

At the work session, the Comprehensive Plan Oversight Committee Chairperson will provide an update. In addition, staff will outline the need for the comprehensive plan update, and how a number of initiatives that the City is currently working on can be incorporated or benefit from an update before moving forward with them. Following this, staff would request that the City Council allow us to develop a scope and with the City Council approval, begin the process updating the comprehensive plan.

Council Committee, Board/Commission Action:

Click or tap here to enter text.

Alternatives:

Click or tap here to enter text.

Recommendation:

Today

- Receive direction from the City Council to initiate an update to the Comprehensive Plan

Early 2020

- Staff will prepare a scope of work with a timeline outlining public outreach efforts, where consultants will be necessary, and proposed funding necessary for completion

Summer 2020

- Kick off Comprehensive Plan Update



Transmittal Letter

To:	City Council
From:	The Comprehensive Plan Oversight Committee
Date:	October 29, 2019
Re:	Comprehensive Oversight Committee Report

Mayor Hughson and City Council,

The Comprehensive Plan Oversight Committee met Tuesday, September 24, 2019, to review and finalize our report for the city's fiscal year ending September 30, 2019. The report, developed by the Planning Department staff and amended and approved by the committee, is attached.

Some comments about the report format are in order. Several months ago, Chairperson Joe Cox and Vice Chairperson Jim Garber met with Mayor Hughson to informally discuss the report format with a view to providing the City Council and public with more useful information. We have incorporated some of Mayor Hughson's suggestions, while others were overlooked due to the elapsed time between meetings caused by difficulties in assembling a quorum. Suggestions incorporated concerned adding additional information about projects behind schedule (red color coding) and identifying the department responsible for those projects. We intend to include in future reports suggestions to tie line item actions to the council's strategic objectives and to use a more economical color-coding approach. Suggestions coming from the committee which we intend to implement in the future include indicating why a project is behind schedule (e.g., lack of staffing, weather, etc.) and to show a percentage of completion on all uncompleted projects, whether on schedule or behind.

The body of the report contains a staff recommendation to begin the required cyclical review of the comprehensive plan, which is well behind schedule. The committee fully supports this recommendation.

The committee also believes that it would be helpful to the staff for the council to indicate its priorities for accomplishing the line item actions, especially for those behind schedule. In addition, the committee itself recommends that priority be given to:

- **Creating a Sustainability Plan**, considered to affect affordable housing initiatives (under the Land Use element);
- **Creating a Downtown Parking Plan** (under the Land Use element); and
- **Identifying and Creating Character Index Studies** (under the Neighborhood and Housing element).

We also discussed possible conflicts in timing between the comprehensive plan update and the development or modification of various implementing codes, some of which may be on-going while the comprehensive plan, which is to guide, is being updated.

Finally, the committee, in consultation with the planning staff, intends to adopt a meeting schedule that should supply the council with more timely information in the future. For fiscal year 2019-2020, we intend to convene our first meeting in November 2019 and finalize our report to the council and public in February 2020. The committee welcomes any additional guidance from the City Council concerning format or substance.

Respectfully submitted,

For the Comprehensive Plan Oversight Committee



Joe Cox, Chairperson



Jim Garber, Vice Chairperson

Attached: Annual Report



Cover Memo

To:	Comprehensive Plan Oversight Committee
From:	Will Parrish, Planner CNU-A
Date:	September 5, 2019
Re:	Comprehensive Oversight Committee Report

Overview:

Vision San Marcos: A River Runs Through Us, the City's Comprehensive Plan was adopted in April of 2013.

Two of the main objectives of the Comprehensive Plan were identified as key components for implementation and began almost immediately following adoption and were adopted in 2018:

- 1) Rewrite the Land Development Code (CodeSMTX)
- 2) Update the Transportation Master Plan

In addition to these two items, City of San Marcos Staff have been working diligently on the objectives identified in the Comprehensive Plan. The Objectives Report included in this packet identifies the objectives and their status.

2018 Interim Update to the Preferred Scenario Map

Code SMTX and the Transportation Master Plan processes identified several interim amendments to the Preferred Scenario Map that were adopted with these projects in 2018. These interim amendments included:

- 1) Land Use: Included a new category on the Preferred Scenario Map called Existing Neighborhood Area to differentiate from Area of Stability. Refine Intensity Zones and remove designated nodes. These maps are attached.
- 2) Transportation: Refinement of identified major transportation corridors and the inclusion of corridor classifications including Employment Corridors, Mixed Use Corridors, and Conservation Corridors on the Preferred Scenario Map. As well as refinement of the identified greenways corridors to match the adopted Greenways Master Plan.

Comprehensive Plan Update

In the last five years San Marcos has continued to see robust growth and significant progress toward achieving many of the goals we identified within the Comprehensive Plan. We have updated almost all of our department Master Plans, and our development regulations to reflect the goals and objectives of the Comprehensive Plan. However we have also experienced challenges, including significant flooding, that have required us to review some of our original projections.

The Comprehensive Plan recommends a schedule that would provide a full update every three years. An example schedule was provided in the Annual Review Section of the Comprehensive Plan (attached). The Comprehensive Plan was adopted in 2013, and as we enter 2019 the only update to the Comprehensive Plan we have completed is the updated Preferred Scenario Map that was adopted in 2018 with the San Marcos Development Code. In order to ensure that the Comprehensive Plan incorporates the new information we have learned over the past five years, and maintains its usefulness as a tool for guiding growth and development in San Marcos, Staff recommends that the Comprehensive Plan Update process should begin.

Progress towards Objectives Report

Attached is a document containing all of the *Vision San Marcos* Objectives that were established with the adoption of the Comprehensive Plan in 2013. This document is the basis for the Oversight Committee's Report to City Council.

Objective status includes:

IN PROGRESS indicates that the project has begun and that the project is intended to have a completion date.

CONTINUOUS indicates that various projects or initiatives have begun and are intended to continue into the future without a defined completion date.

COMPLETE indicates that the project is complete.

FUTURE indicates that a project that has yet to begin.

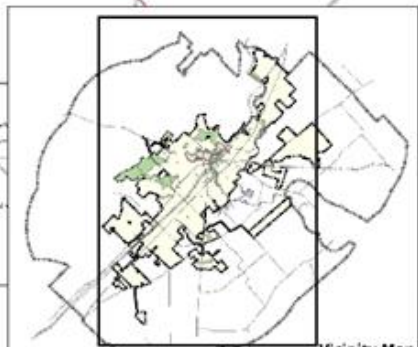
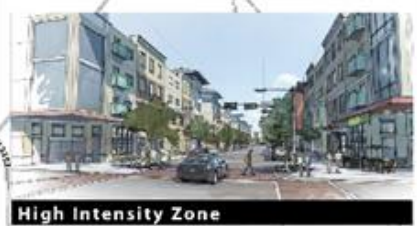
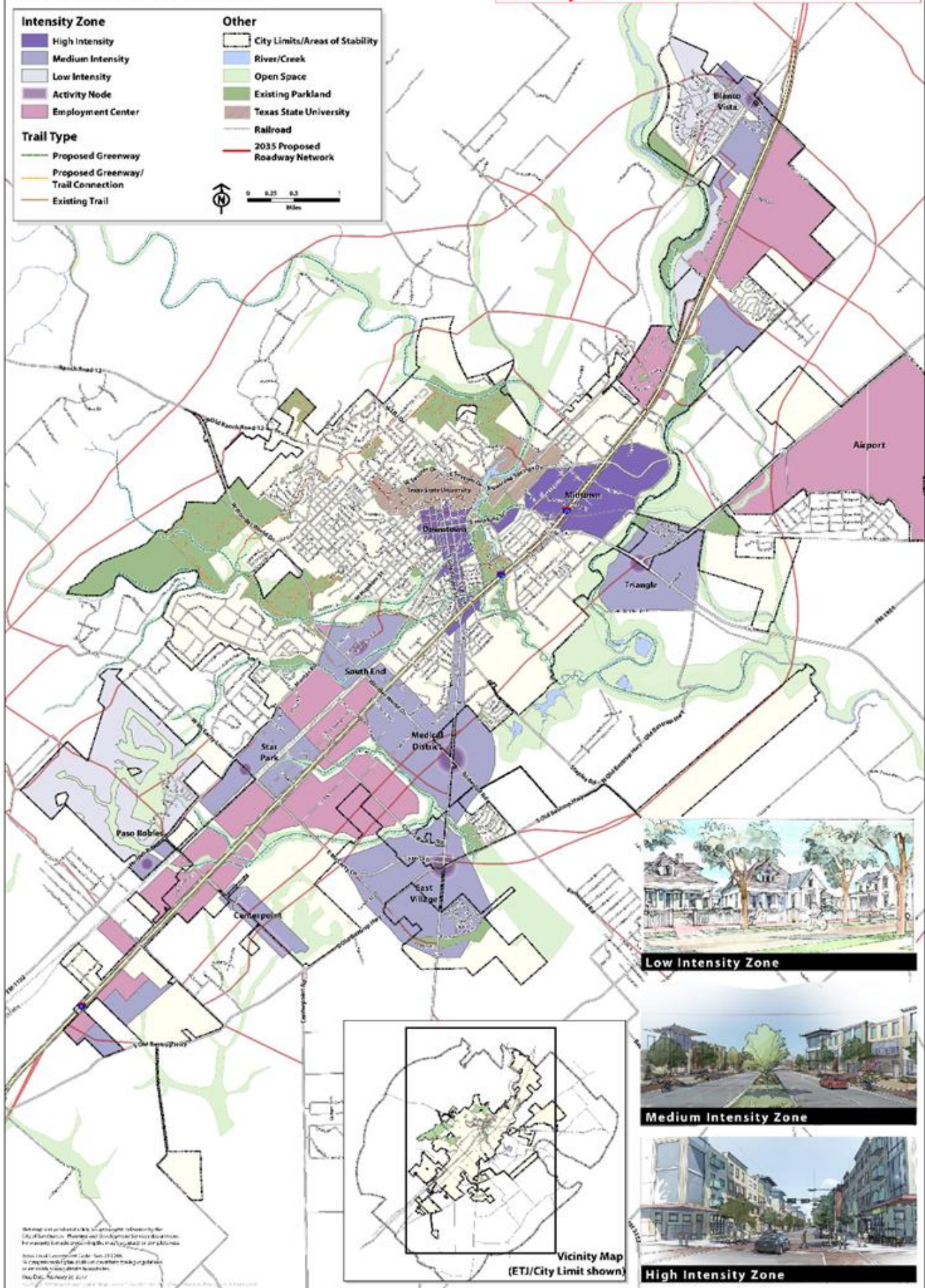
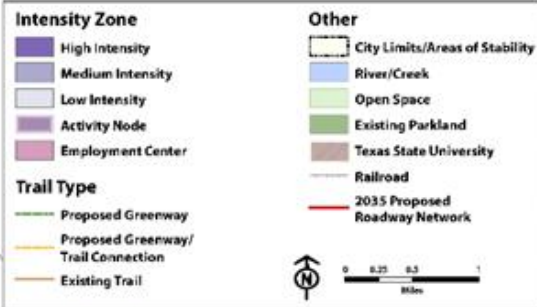
Each status is associated with the color **GREEN** or **RED**. A green status indicates that the objective has been completed or is on track to be completed within the time frames established after adoption of the Comprehensive Plan. A red status indicates that the objective has not been completed within the established time frame.

City of San Marcos



Preferred Scenario Map Adopted 2013

Preferred Scenario



Annual Review

The plan should adhere to current codes regarding the annual review of the plan. It is recommended that two plan elements are reviewed annually in rotation so that every three years the plan is fully updated. The Five Year Action Items should be updated annually. A sample schedule of the first four years of review is indicated below.

- **YEAR 1 – REVIEW ECONOMIC DEVELOPMENT AND ENVIRONMENT AND RESOURCE PROTECTION**
Update Five-Year Action Items
- **YEAR 2 – REVIEW NEIGHBORHOODS AND HOUSING AND PARKS, PUBLIC SPACES AND FACILITIES**
Update Five-Year Action Items
- **YEAR 3 – REVIEW LAND USE AND TRANSPORTATION (ADHERES TO SECTION 1.4.1.5(B) OF THE CODE)**
Update Five-Year Action Items
- **YEAR 4 – REVIEW ECONOMIC DEVELOPMENT AND ENVIRONMENT AND RESOURCE PROTECTION**
Update Five-Year Action Items



Comprehensive Plan Objective	Objective Status
<p>Green boxes indicate that all associated projects have been completed on time. Red boxes indicate that at least one associated project has not been completed within the predicted timeframe.</p>	
Economic Development	
Create a communications plan to share economic development progress with residents, the development community and target industries	Continuous
Collaborate with social service providers to provide input on barriers for the unemployed and underemployed	Continuous
Partner with all community assets to develop programming that engages new audiences in economic development efforts in San Marcos	Complete
Develop a strategy with appropriate partners to promote the San Marcos CISD as an educational system of choice	Complete
Promote all community education options to local and prospective residents	Future
Pursue partnerships to support Core 4's programming and capital funding needs	Complete
Collaborate with all educational institutions to support workforce development for specific industry needs	Complete
Improve communication between workforce training providers, public school systems, higher education institutions, job seekers and local business leaders	Complete
Conduct target industry marketing plans regularly	Complete
Increase the amount of Class A office and industrial space attractive to target industries	In Progress
Develop industrial settings that provide shovel ready opportunities for prospective companies and employers	In Progress
Identify gaps in utilities for employment and activity nodes, reprioritize Capital Improvement Projects to support the preferred scenario	In Progress ¹
Establish a process to analyze the market impacts of Capital Improvements Plan projects from an economic development perspective	Future
Develop programs to support local businesses to encourage job creation and capital investment	In Progress
Create a pro-active, comprehensive strategy to attract development consistent with the plan	Complete
Create a plan to relocate City Hall prioritizing the Downtown in site selection	Complete - Under Review
Create a regulatory framework that will encourage residential development Downtown	In Progress ²

Integrate economic development into the 2013 Transportation Plan Update	Complete
Create opportunities for local companies to procure contracts with governmental agencies and educational institutions	In Progress
Reflect the Comprehensive Plan, Economic Development Strategic Plan and Downtown Master Plan in the City's incentive policy	Complete
Review incentive policies with consideration of current economic development strategy, as well as labor, infrastructure, capital and business cost requirements of target industries	Complete
Develop a standard process for reviewing and scoring prospects for incentives, with weight only going to projects that create permanent diverse, high paying jobs in the areas that are environmentally sustainable	Complete
Expedite the entitlement process for high performance local or preferred-industry employers locating in the activity nodes or employment centers of the preferred scenario	In Progress
Evaluation of city-owned property that might be sold for economic development in order to raise revenue and/or reduce debt	In Progress
Create incentive packages to support entrepreneurs, target industries and growing industry sectors	In Progress
Enact appropriate regulations and plans to protect airport operations and enhance future development.	In Progress
Maximize development opportunities within the airport boundary	In Progress
Develop connections between community and airport including enhanced road, transit and utility infrastructure	In Progress
Build internal airport community	Complete
Engage appropriate partners to create a citywide strategy to better protect the area's natural resources and ecosystem's history	Complete
Create an arts and cultural center/district	In Progress
Develop and maintain a high-quality system of parks, natural areas, greenways and trails to draw visitors and encourage new business opportunities	In Progress
Develop a transit plan that matches preferred scenario map to encourage connectivity between centers	Complete - Under Review
Create a strategy to prioritize and complete infrastructure upgrades in Downtown in order to enhance accessibility and the physical appearance	In Progress
Develop a strategic plan for Downtown Business Development as recommended in the Downtown Master Plan to ensure Downtown San Marcos retains a diverse mix of businesses to accommodate the entire community and attract tourists	Complete
Establish gateway corridors as identified in the Downtown Master Plan and the preferred scenario	In Progress ³
Coordinate with private efforts to update and expand recreation fields	In Progress

Comprehensive Plan Objective	Objective Status
Environment and Resource Protection	
Incorporate Low Impact Development practices and other best practices early on and throughout the development process	Complete
Audit the effectiveness of Environmental Code Compliance and use this information to recommend staffing levels, training, and code changes	Complete
Develop an educational and place-making program illustrating the location of the natural boundaries and environmentally sensitive areas of our city including watersheds and Edwards Aquifer recharge zone and contributing zones	In Progress
Adopt watershed specific regulations based on scientific understanding of water quality impacts	Complete
Develop a regional detention and water quality strategy (including fee-in-lieu) to improve land efficiency, affordability, and efficacy of systems	In Progress
Establish a team with representatives from the County, City, and other public and private entities to identify lands and develop policies for the preservation and maintenance of environmentally sensitive watershed lands	In Progress
Incentivize dense development within the activity centers by lifting the regulatory environment, streamlining the development process and proactively building the infrastructure and regional detention facilities to support this growth	In Progress
Develop a coordinated tree preservation and planting program	In Progress
Join the regional effort to improve air quality	Complete
Adopt comprehensive ordinances that actively supports local food production and preservation of agricultural lands for farming	Future ⁴
Model sustainable practices in infrastructure, operations, and facilities in City projects	In Progress
Adopt a program to implement the greenway system that is identified in the preferred scenario and integrate this trail system with the Parks Master Plan	In Progress ⁵
Conduct a rate structure study, use the information to balance water and energy conservation goals with the economic viability of the utility	Complete
Decrease per capita energy and water use to meet the highest standards of the STAR guide for cities	Future
Adopt and implement the recommendations of the Municipal Solid Waste Task Force	In Progress

Create a point system to measure the sustainable elements of proposed development in order to qualify for utility, process, and other incentives	Complete
Develop re-claimed water infrastructure plan for activity centers	In Progress
Create connected network for non-automobile travel	In Progress ⁶
Adopt comprehensive floodplain development regulations	Complete
Implement an education and outreach program that identifies, and alerts citizens to, risks and responses to all hazards In coordination with other governmental entities	Complete

Comprehensive Plan Objective	Objective Status
Land Use	
Update Future Land Use Map that is based on the development intensities specified in the preferred scenario	Complete
Update Annexation/ETJ Management Plan	Continuous
Create a Sustainability Plan to identify affordable and realistic sustainability practices to be encouraged	In Progress ⁷
Replace the Land Development Code with an updated document to support preferred scenario	Complete
Align infrastructure plans to achieve preferred scenario	In Progress
Develop a parking plan in downtown, and other activity nodes, that supports the preferred scenario and implement incentives such as parking reductions for mixed-use developments near transit or employment centers	In Progress ⁸
Require all developments dedicate adequate right-of-way to accommodate all modes of transportation	Continuous
Implement a complete economic development strategy for downtown	Complete
Review and update the Downtown Master Plan	Future
Create a fiscal impact model to quantify the costs and benefits of incentives	Complete
Maintain a current Thoroughfare Plan in order to preserve necessary right-of-way	Complete
Set aside areas for high quality public spaces during the development process	Complete
Create specifications for the use of pervious materials	Complete
Implement rain water retention and storm water Best Management Practices	Complete
Track and monitor pervious cover at the watershed level	Continuous
Adopt a Water Quality Model that will ensure water quality standards are met and to minimize water degradation	Complete

Adopt scientific standards for development in environmentally sensitive areas	Complete
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Comprehensive Plan Objective	Objective Status
Neighborhoods and Housing	
Update the current process for Land Use Amendments to provide for more holistic review	Complete
Improve communication of neighborhood information regarding enforcement and incentives	In Progress
Revise development codes in Intensity Zones to allow and streamline the process for appropriate uses and densities	Complete
Develop a plan to reduce congestion and parking issues caused near campus and in dense housing areas including community transit options that integrate with existing university systems	In Progress
Revise zoning code to allow for more diverse housing types and mixed-use development	Complete
Update infill housing program	In Progress
Develop an affordable housing program	In Progress
Review and update city ordinances regarding maintenance of property	Complete
Develop a process to enforce city codes related to property maintenance	Complete
Update and improve notice requirements for zoning changes	Complete
Create clear criteria for zoning changes to apply to all cases	Complete
Identify and create Character Index studies for neighborhoods inside and outside of intensity zones	In Progress ⁹
Develop a plan to manage parking demand	Complete

Comprehensive Plan Objective	Objective Status
Parks, Public Spaces, and Facilities	
Develop a full comprehensive plan for locating a new City Hall/Municipal Complex, prioritizing Downtown in site selection	In Progress
Coordinate with SMCISD to direct future site decisions to align with this Comprehensive Plan.	Future
Expand the scope of the local radio station (KZOS) and local TV station	Continuous
Create a Sidewalk Master Plan	Complete

Review and approve infrastructure plans every five (5) years to be consistent with the preferred scenario and comprehensive plan vision and goals.	In Progress
Expand the current library	In Progress ¹⁰
Construct regional branch libraries, based on nationally recognized standards and preferred scenario	Future
Review and implement a program to fulfill the need to expand City cemetery	In Progress
Develop a comprehensive way-finding system for City, including all transportation options (trails to roads)	In Progress
Create and implement a policy that ensures adequate resources are identified to develop and maintain parks and public space prior to acceptance of dedication	In progress
Create a Greenways Master Plan	Complete
Develop a beautification schedule for gateways	In Progress ¹¹
Create funding mechanism(s) for the area designated as the Central Arts District	Future
Establish an Arts District Development Task Force to identify the location for, and implement the creation of, the Central Arts District	Future ¹²
Develop an Art in Public Places Program and identify areas of the city that could be used for murals/public art displays	Future ¹³
Make fire and police asset investments that accommodate the more compact, sustainable, and dense development and infrastructure in the preferred scenario	Complete
Perform an analysis to create and maintain a fire and police station location plan which identifies, based on nationally recognized and accepted response times, the appropriate locations for future fire, EMS, and police stations	In Progress
Expand our volunteer system to create a Central Volunteer System.	Future ¹⁴
Establish a park amenities schedule for a maintenance/repair/replacement program	In Progress
Conduct a gap analysis of current social services and facilitate cooperation between the public and private social service providers to better meet community needs	In Progress
Study and address homelessness issues through qualitative and/or quantitative analysis	Future
Partner with local healthcare systems and relevant stakeholders to provide more robust public and mental healthcare infrastructure with focused locations in activity nodes	Continuous

Comprehensive Plan Objective	Objective Status
Transportation	
Update Transportation Plan in 2013 to address transportation issues	Complete
Determine appropriate modes of transportation in and around new developments, subdivisions, site plans, the University and high density residential areas	Complete
Evaluate the Traffic Impact Analysis (TIA) process regularly to address future traffic impact expectations	Complete
Maintain a current Travel Demand Model (TDM) to be utilized for continued analysis of the transportation network	Complete
Focus on non-vehicular transportation improvements in updated Transportation Master Plan	Complete
Develop a multimodal transportation system that integrates with existing University and proposed regional systems	Continuous
Obtain "Bicycle Friendly Community" designation	Complete
Create a Sidewalk Master Plan	Complete
Develop and implement a complete streets policy for coordination with other transportation related entities to properly integrate all modes of transportation into the transportation network	Complete
Pilot Green Street program to minimize environmental impacts and reduce maintenance cost, while improving street aesthetics	Future
Integrate the transportation system by coordinating with all related public entities, including, but not limited to CAMPO, the counties, TxDOT, the University, and the rail district	Continuous

Notation References

1. Electric Master Plan has not been completed. [San Marcos Electric Department](#)
2. Tasks assigned to *Alcohol Conditional Use Permit Committee* have not yet been completed. [Planning and Development Services](#)
3. Several infrastructure related projects are not yet completed, including:
 - CM Allen reconstruction [Engineering Department](#)
 - Mobility I-35 [TXDOT](#)
 - Guadalupe improvements [TXDOT/Engineering Department](#)
4. This objective not been assigned tasks or a department.
5. Several infrastructure projects have not yet been completed, including:
 - Hopkins bike/ped project [Engineering Department](#)
 - River parks trail improvements, including east/west trail connectors under IH 35 (Cross Town Pathways) [Parks Department / TXDOT](#)
6. Several infrastructure projects have not yet been completed, including:
 - Hopkins bike/ped project [Engineering Department](#)
 - River parks trail improvements, including east/west trail connectors under IH 35 (formally called Cross Town Pathways) [Parks Department / TXDOT](#)
 - 5 Year Sidewalk Maintenance and Gap infill program (continuous) [Transportation Department](#)
7. Tasks assigned the *Affordable Housing Committee* to the *Workforce Housing Task Force* have not yet been completed. [Planning and Development Services](#)
8. Downtown Parking Management Plan yet to be implemented. In addition, several infrastructure projects have not yet been completed, including:
 - Mobility Hub [Parks Department](#)
 - TXDOT roadway negotiations [TXDOT / Engineering](#)
 - Guadalupe improvements [TXDOT / Engineering](#)
 - CM Allen improvements [Engineering](#)
9. Neighborhood Character Studies / Small Area Plans have not been completed. [Planning and Development Services](#)
10. Library expansion has not been completed. [Facilities Department](#)
11. Gateway Improvements Plan has not been completed. TXDOT roadway improvements have not been completed. [Engineering / TXDOT / City Manager's Office](#)
12. Arts Master Plan not yet completed. [Parks Department](#)
13. Arts Master Plan not yet completed. However a mural arts program has been established. [Parks Department](#)

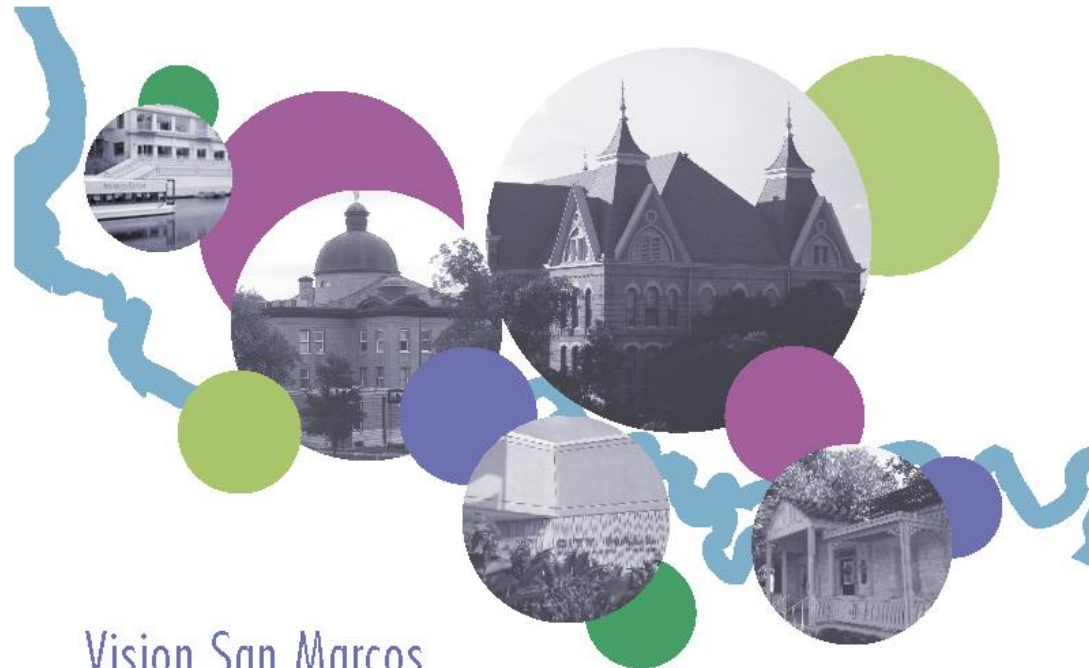
14. Central Volunteer System created for the Parks Department, however there is not yet a Central Volunteer System for the City as a whole. **No Department assigned**

Comprehensive Plan Oversight Committee Report

Chairman Joe Cox

Context & History:

- **Comprehensive Plan adopted in 2013**
- **Oversight Committee established to:**
 - Review the progress of implementation of the Comp Plan.
 - Determine completeness of achieving Comp Plan objectives.
 - Provide an annual status report on the progress made toward implementation of Comp Plan.



Vision San Marcos
A RIVER RUNS THROUGH US

2018 Updates to the Comprehensive Plan

- **Land Use**

- New category on the Preferred Scenario Map called ***Existing Neighborhood Area***.
- Refined Intensity Zones and removed designated nodes.

- **Transportation**

- Refinement of identified major transportation corridors.
- Refinement of Greenway Corridors with Greenway Master Plan.

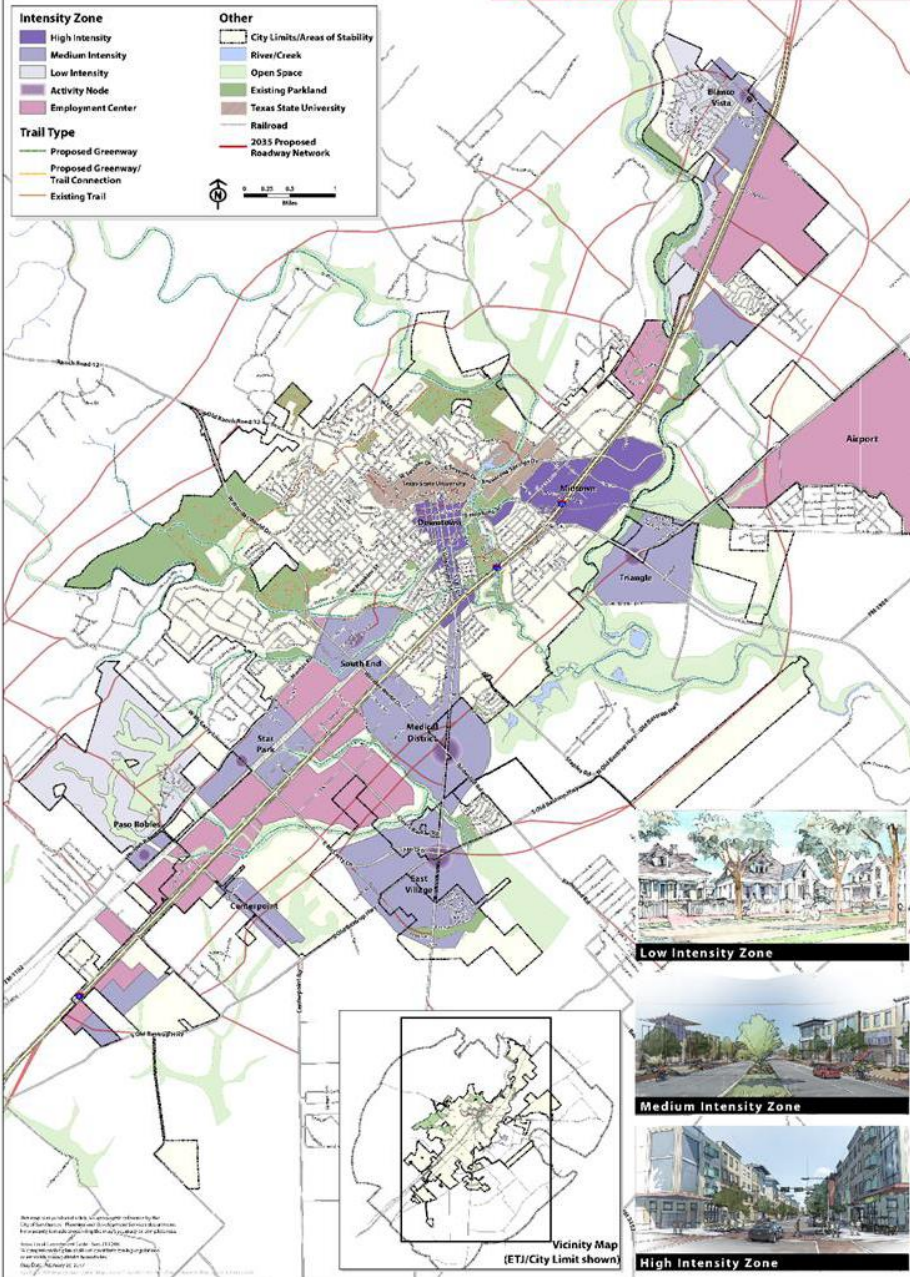
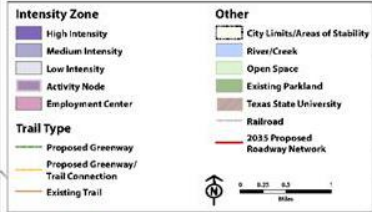


City of San Marcos



Preferred Scenario Map Adopted 2013

Preferred Scenario



Low Intensity Zone



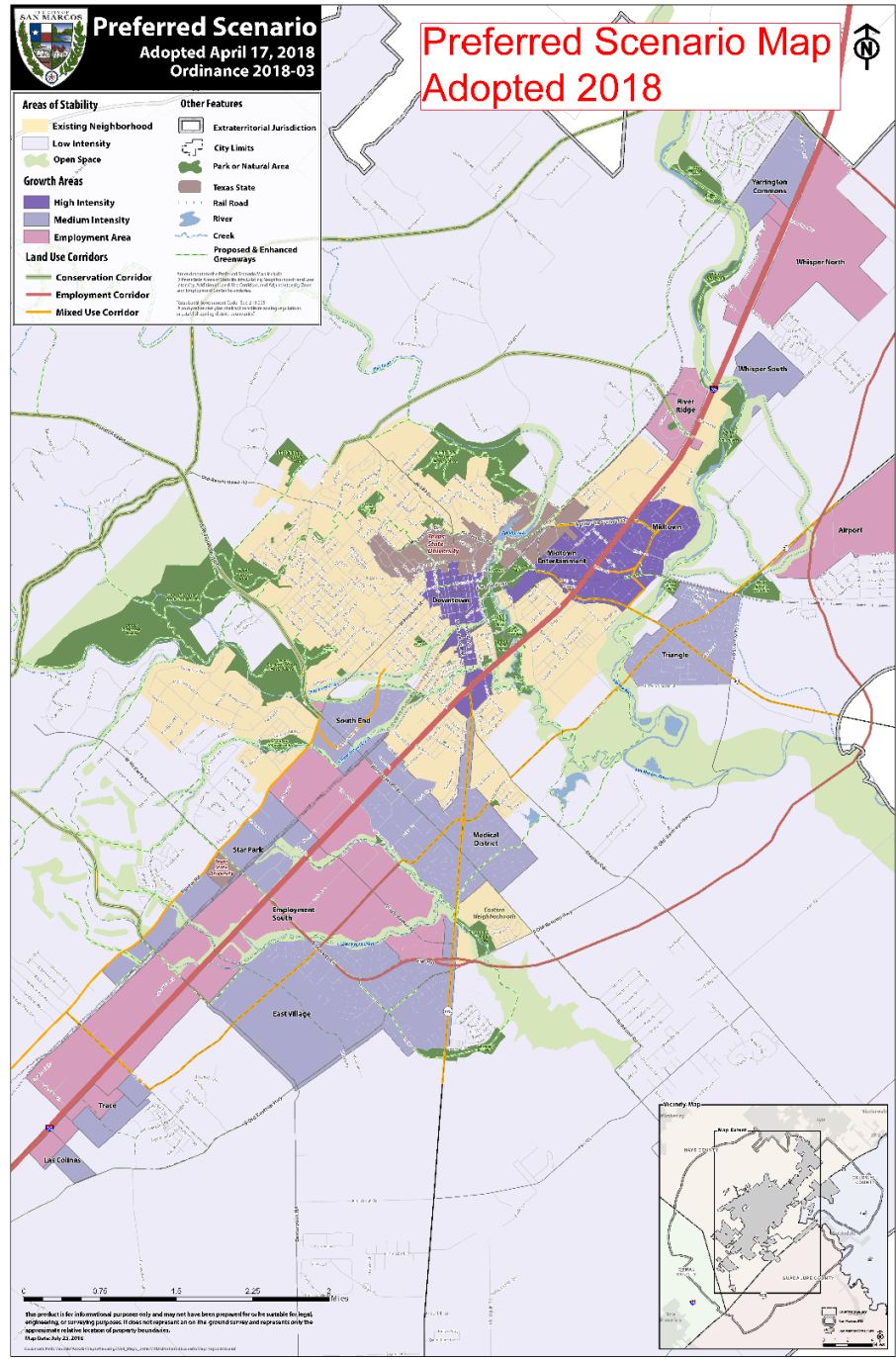
Medium Intensity Zone



High Intensity Zone



Preferred Scenario Adopted April 17, 2018 Ordinance 2018-03



Comprehensive Plan Update

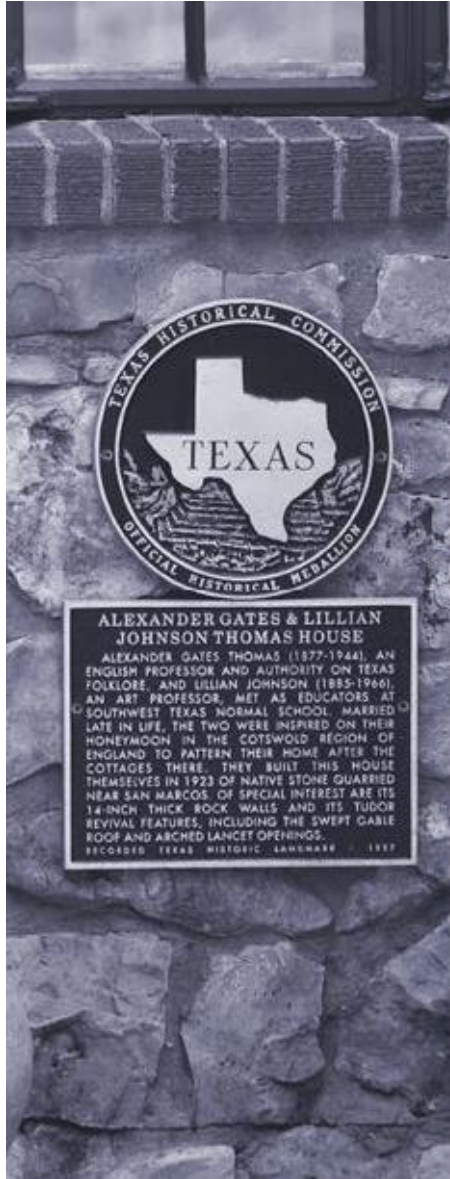
Progress

- Since 2013 San Marcos has continued to see robust growth.
- Significant progress has been made toward achieving goals identified in Comprehensive Plan.
- Updated most of our department master plans, as well as our development standards.

However, we have also experienced Challenges

- Experienced significant flooding.
- Have fallen behind on updating Comprehensive Plan.

Comp Plan Schedule



Annual Review

The plan should adhere to current codes regarding the annual review of the plan. It is recommended that two plan elements are reviewed annually in rotation so that every three years the plan is fully updated. The Five Year Action Items should be updated annually. A sample schedule of the first four years of review is indicated below.

- **YEAR 1** – REVIEW ECONOMIC DEVELOPMENT AND ENVIRONMENT AND RESOURCE PROTECTION
Update Five-Year Action Items
- **YEAR 2** – REVIEW NEIGHBORHOODS AND HOUSING AND PARKS, PUBLIC SPACES AND FACILITIES
Update Five-Year Action Items
- **YEAR 3** – REVIEW LAND USE AND TRANSPORTATION (ADHERES TO SECTION 1.4.1.5(B) OF THE CODE)
Update Five-Year Action Items
- **YEAR 4** – REVIEW ECONOMIC DEVELOPMENT AND ENVIRONMENT AND RESOURCE PROTECTION
Update Five-Year Action Items

Comprehensive Plan Committee Recommendations for future focus

The Comprehensive Plan Committee has recommended that City Council focus on the following goals that have not been accomplished in full:

- **Creating a Sustainability Plan**
 - Considered to affect affordable housing initiatives (under the Land Use element)
- **Creating a Downtown Parking Plan**
 - Under the Land Use element
- **Identifying and Creating Character Index Studies**
 - Under the Neighborhood and Housing Element

Comprehensive Plan Oversight Committee Overall Recommendation

The Committee recommends that City Council begin the Comprehensive Plan review and update process

City Council Work Session

2020 Comprehensive Plan Update

December 17, 2019

Outline

- Need for comprehensive planning
- History of comprehensive planning
- 2013 Vision San Marcos
- What has changed
- Other initiatives and how they fit with the comprehensive plan
- Where to go from here

Need for Comprehensive Planning

We need to figure out where we want to go, before we try to figure out how we are going to get there.

- So many initiatives underway or close to being underway.
- Vision and goals may have changed.
- Moving forward with other initiatives before an update to the comprehensive plan could be challenging.

Recommendation - Perform an update to the comprehensive plan before moving forward with other initiatives.

Comprehensive Planning in Texas

- Chapter 213 of the Texas Local Government Code Authorizes Comprehensive Planning to promote:
 - Sound Development
 - Public Health, Safety, & Welfare
- The Comprehensive Plan may:
 - Include provisions for land use, transportation, & public facilities
 - Consist of a single plan or a coordinated set of plans
 - Be used to coordinate and guide the establishment of development regulations

Comprehensive Planning in San Marcos

- The Charter states:
 - *“the Comprehensive Plan for the City of San Marcos shall ... guide growth and development...”*
 - *“the city council will endeavor to ensure that city ordinances ... are consistent with the goals and policies in the...plan...”*
 - *“the [Planning and Zoning] Commission shall conduct an ongoing review of the plan...”*

- **Comprehensive Plan
(Vision San Marcos)**

- **Spring 2012**

Dream San Marcos & Visioning Workshops

- **Summer 2012**

Visioning Adopted & Committees Appointed

- **Fall 2012**

Design Rodeo & “Lego Exercise”

- **Winter 2012/2013**

Goals Adopted & Open House

- **March 16, 2013**

Comprehensive Plan Adopted

Vision San Marcos: A River Runs Through Us



Dream San Marcos
crowd sourcing web site

Visioning Workshops (4/21)



Summer Speakers Bureau



Design Rodeo (9/10-14)



Winter Speakers Bureau



Plan Adopted by City Council

2012

April

Steering and Citizen Advisory
Committees Appointed



June

Vision Statements Adopted (6/5)



August

Growth and Preservation
Allocation Exercise (8/29)



September

November

Goals Adopted (11/20)

2013

January

Open House (1/23)

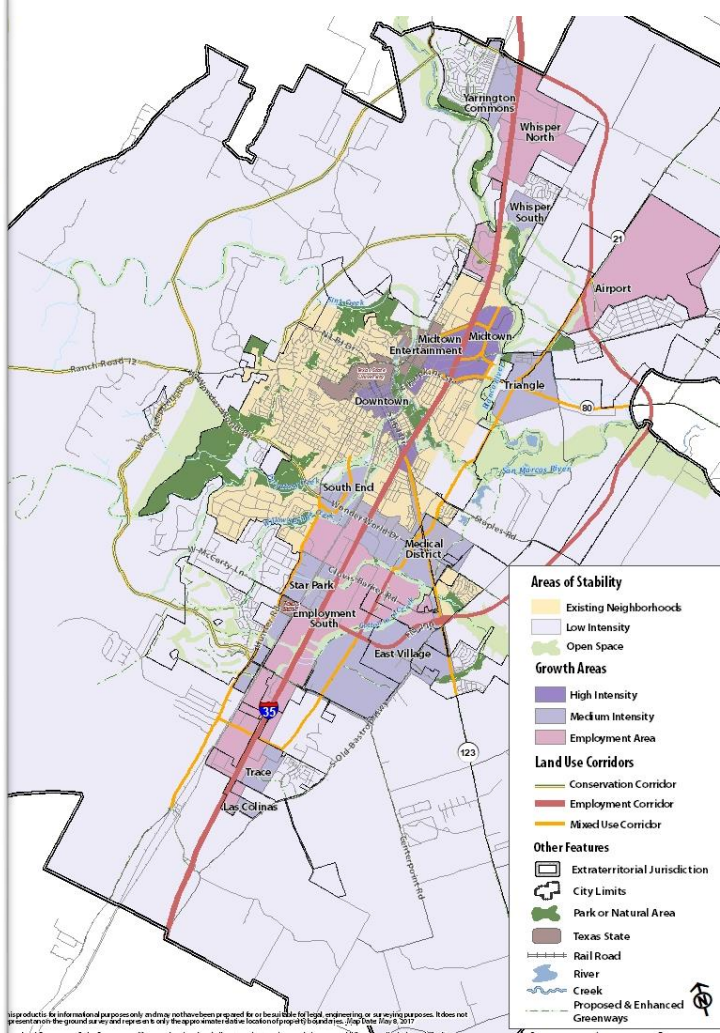
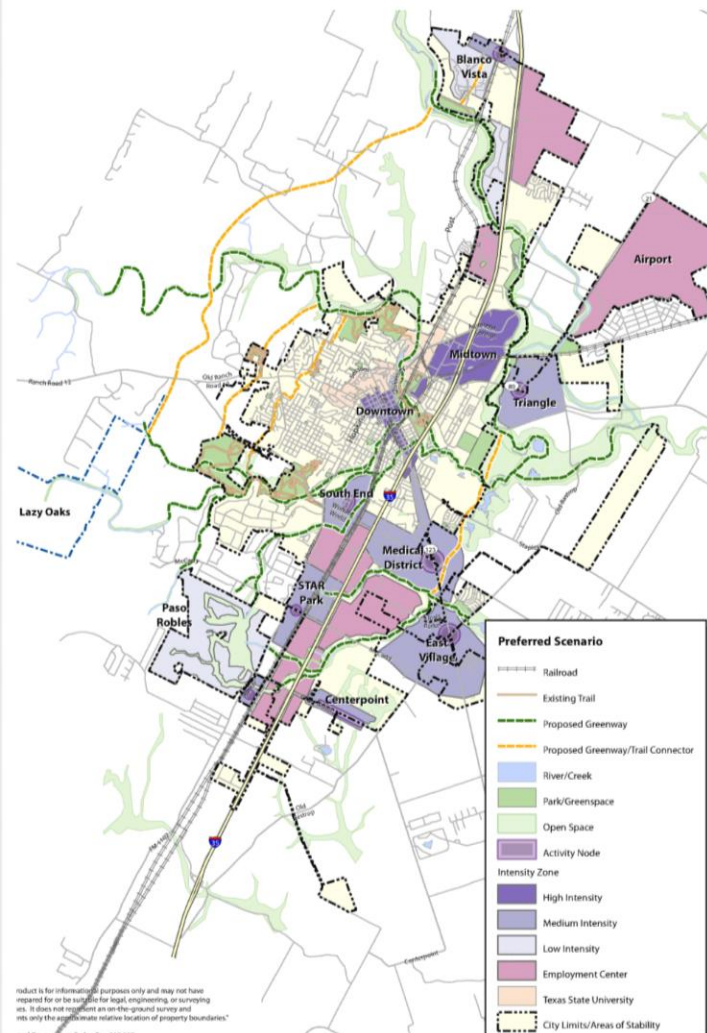


April

Progress Since 2013 Adoption

- **Wastewater Master Plan Update (2015, update in 2020?)**
- **Water Master Plan Update (2016, update in 2021?)**
- **Transportation Master Plan Update (2018)**
- **Parks & Open Space Master Plan Update (2019)**
- **Historic Resources Survey (2019)**
- **Housing Needs Assessment (2019)**
- **Housing Action Plan (pending adoption)**
- **Airport Master Plan Update (nearing completion)**

These plan updates provide valuable research that could be built upon during the Comprehensive Plan Update



Population Growth



Source: City of San Marcos, US Census Data

The Numbers

ANNUAL GROWTH RATE BY AGE, 2010-2017

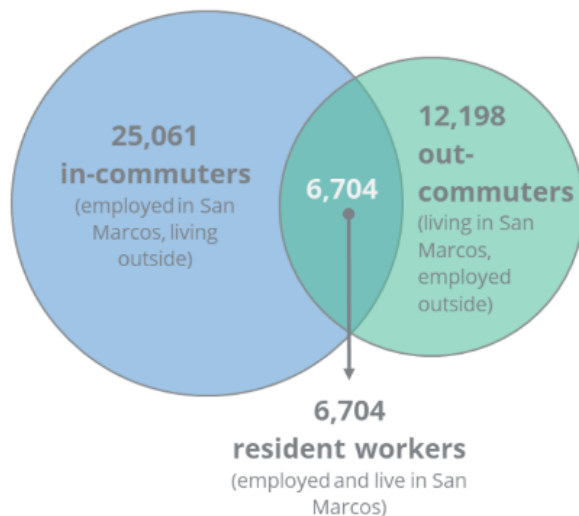
8.5%	3%	7.9%	5.6%	6.1%	6.3%
Children	College Age	Young Adult	Middle Adult	Boomers	Seniors

Despite a growing University, the college age growth rate is slower than for Young and Middle Age Adults

Young and Middle Age Adults are growing the fastest. Future housing goals should focus on providing housing for these groups which include homes for families

Housing Needs Assessment: Root Policy Research,
2017 Census Data

64% of San Marcos residents are out-commuters and 36% live AND work in San Marcos



65% of San Marcos renters are cost-burdened (9,700 renter households) compared to the state average of 44% of renters

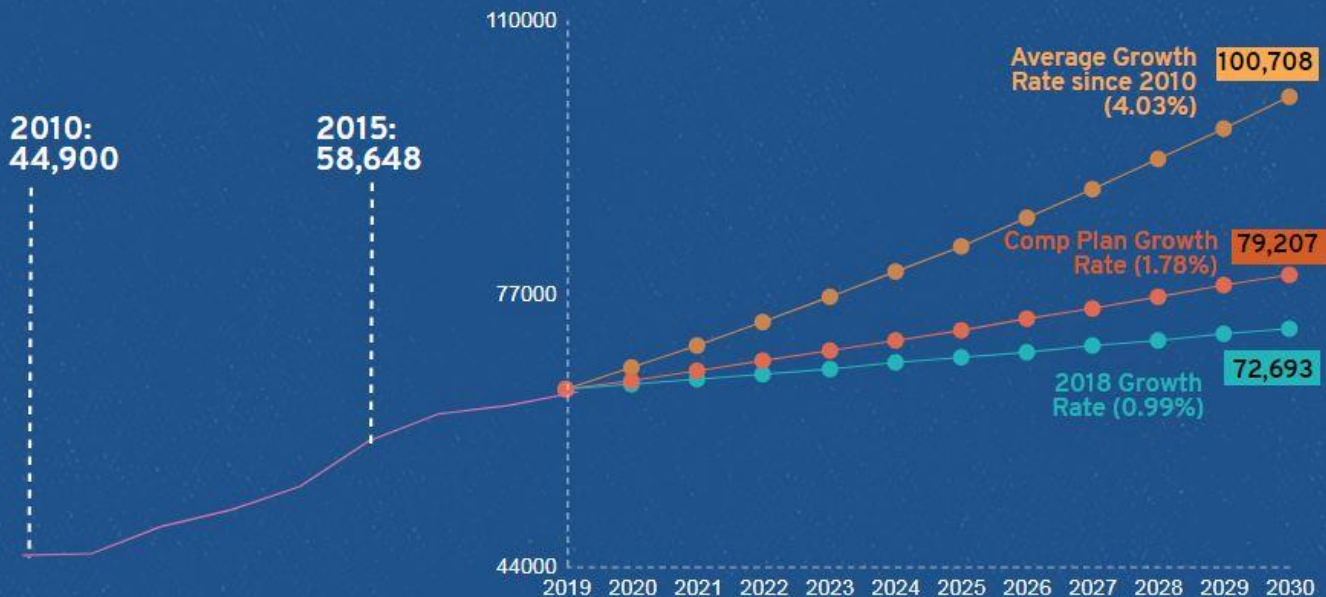
Households paying >30% for housing are "cost burdened"

>30%



Future Population Estimates

2030 Population Projections



Source: City of San Marcos Population Estimates (Conducted 2019)

Vision San Marcos process for Updating the Plan

The plan provided direction for annual review of two plan elements per year with a full update every five years.

Four years were spent aligning the Development Code with the Comprehensive Plan, therefore, only updates to Land Use and Transportation were completed.

Annual Review

The plan should adhere to current codes regarding the annual review of the plan. It is recommended that two plan elements are reviewed annually in rotation so that every three years the plan is fully updated. The Five Year Action Items should be updated annually. A sample schedule of the first four years of review is indicated below.

- **YEAR 1** – REVIEW ECONOMIC DEVELOPMENT AND ENVIRONMENT AND RESOURCE PROTECTION
Update Five-Year Action Items
- **YEAR 2** – REVIEW NEIGHBORHOODS AND HOUSING AND PARKS, PUBLIC SPACES AND FACILITIES
Update Five-Year Action Items
- **YEAR 3** – REVIEW LAND USE AND TRANSPORTATION (ADHERES TO SECTION 1.4.1.5(B) OF THE CODE)
Update Five-Year Action Items
- **YEAR 4** – REVIEW ECONOMIC DEVELOPMENT AND ENVIRONMENT AND RESOURCE PROTECTION
Update Five-Year Action Items

Comprehensive Plan Elements



The Comprehensive Plan will provide an overall vision for the future of the City and coordinate outreach efforts across the plan elements, including:



- **Housing Action Plan**



- **Policy Code Amendments**



- **Small Area Plans (Neighborhoods, Downtown, etc.)**



- **Resiliency Planning (Mitigation, Disaster Recovery, etc.)**



- **Architectural Standards (Downtown)**

Staff Recommendations

- **Housing Action Plan Implementation**
 - Policy related items that were recommended to be removed from the Housing Action Plan by the Planning & Zoning Commission can be further vetted through the Comprehensive Plan update to ensure any initiatives align with the Comprehensive Plan Vision & Goals. Such items include:
 - City-initiated zoning;
 - Expansion of the types of zoning districts and building types allowed within existing neighborhoods; and
 - Removal of certain regulatory barriers (i.e. parking requirements, height requirements, and maximum density).
 - Other actions identified in the Housing Action Plan can start to be implemented before the Comprehensive Plan is updated, in order to further the City Council's strategic initiative of workforce housing.

Staff Recommendations

- **Policy Code Amendments**
 - Amendments recommended by the Engineering Department and Boards / Commissions will be brought forward in Spring 2020.
 - All other amendments will be placed on hold, pending adoption of the Comprehensive Plan.
 - Policy related amendments can be reviewed using the new Comprehensive Plan Vision & Goals as a framework to ensure they are consistent.

Staff Recommendations

- **Small Area Plans (Neighborhoods, Downtown, etc.)**
 - These plans can be prepared and adopted as part of the Comprehensive Plan, as opposed to a next step as initially identified in Vision San Marcos.
 - Complete Neighborhoods, Corridors, and Centers
 - <https://www.sacompplan.com/building-blocks/>
 - Adoption of the Small Area Plans within the Comprehensive Plan will ensure they align with the Comprehensive Plan Vision & Goals.

Staff Recommendations

- **Resiliency Planning (Mitigation, Disaster Recovery, etc.)**
 - The current Comprehensive Plan was approved prior to recent flooding events, FEMA maps, and Atlas 14 (study to analyze historical rainfall data).
 - The Department of Housing and Urban Development awarded San Marcos with millions of dollars in funding to be used for disaster recovery (CDBG-DR) and mitigation (CDBG-MIT).
 - There are time constraints on when the dollars need to be spent, and there are dollars available for planning activities.
 - If the entire Comprehensive Plan is updated at this time, it will help ensure the resiliency planning aligns with the Comprehensive Plan Vision & Goals.

Staff Recommendations

- **Architectural Standards (Downtown)**
 - Standards will be based on the vision and goals for the individual small areas. Without knowing the vision and goals for these areas, we may create inappropriate standards.
 - Adoption of the standards following the Comprehensive Plan update will also ensure they align with the Comprehensive Plan Vision & Goals.

Staff Recommendations

- **Next Steps**

- **Today**

- Receive direction from the City Council to initiate an update to the Comprehensive Plan

- **Early 2020**

- Staff will prepare a scope of work with a timeline outlining public outreach efforts, where consultants will be necessary, and proposed funding necessary for completion

- **Summer 2020**

- Kick off Comprehensive Plan Update



City of San Marcos

630 East Hopkins
San Marcos, TX 78666

Legislation Text

File #: ID#19-791, **Version:** 1

AGENDA CAPTION:

Executive Session in accordance with the following Government Code Sections:

- A. Section § 551.074 - Personnel Matters: discuss duties and responsibilities of the City Manager
- B. Section § 551.071 - Consultation with Attorney: to receive a staff briefing and deliberation regarding Hays County Municipal Utility District No. 8; and to receive a staff briefing and deliberation regarding Martindale ETJ Matters.

Meeting date: 12/17/2019

Department: City Clerk's Office on behalf of the City Council

Amount & Source of Funding

Funds Required: [Click or tap here to enter text.](#)

Account Number: [Click or tap here to enter text.](#)

Funds Available: [Click or tap here to enter text.](#)

Account Name: [Click or tap here to enter text.](#)

Fiscal Note:

Prior Council Action: [Click or tap here to enter text.](#)

City Council Goal: [Please select goal from dropdown menu below]

Choose an item.

Choose an item.

Choose an item.

Comprehensive Plan Element (s): [Please select the Plan element(s) and Goal # from dropdown menu below]

- ☐ Economic Development - Choose an item.
- ☐ Environment & Resource Protection - Choose an item.
- ☐ Land Use - Choose an item.
- ☐ Neighborhoods & Housing - Choose an item.
- ☐ Parks, Public Spaces & Facilities - Choose an item.

☐ Transportation - Choose an item.

☐ Not Applicable

Master Plan: *[Please select the corresponding Master Plan from the dropdown menu below (if applicable)]*

Choose an item.

Background Information:

Click or tap here to enter text.

Council Committee, Board/Commission Action:

Click or tap here to enter text.

Alternatives:

Click or tap here to enter text.

Recommendation:

Click or tap here to enter text.